

Tre Hargett, Secretary of State

State of Tennessee



Division of Human Resources and Organizational Development

312 Rosa L. Parks Avenue, 7th Floor

Nashville, Tennessee 37243-1102

615-741-7411

sos.hr@tn.gov

Tennessee Relay Center TDD

1-800-848-0298/Voice 1-800-848-0299

JOB ANNOUNCEMENT

Communications and Social Media Coordinator

Tennessee Department of State

Capitol Office

Mission

The mission of the Office of the Secretary of State is to exceed the expectations of our customers, the taxpayers, by operating at the highest levels of accuracy, cost-effectiveness, and accountability in a customer-centered environment.

Supervisor: Director of Communications

Summary: Responsible for assisting the Director of Communications in overseeing, managing, and directing communication efforts on behalf of the Department of State. This position understands the critical role that strategic communications and social media campaigns plays in driving communications both with internal and external stakeholders. This role requires a demonstrated ability to take initiative and dive deeply into a new role. The ideal candidate is a team-oriented energetic professional who is comfortable working in a fast-paced environment.

Duties/Responsibilities:

Social Media:

- Create social media calendar, strategy and content to increase visibility and growth.
- Understanding of the latest digital content marketing strategies, social media trends, and digital engagement best-practices.
- Skilled in strategies of metrics-driven planning, assessment, and evaluation.
- Strong understanding of copywriting for social media.
- Understand and apply the ongoing changes on major social platforms (e.g., posting specs, ad units, best practices).
- Establish benchmarks and provide metrics to monitor department's social media efforts.

Communications:

- Responsible for monitoring department media placements or mentions.
- Maintain consistent contact with department management and leadership in order to effectively gather and disseminate content.
- Compose and edit internal and external communications and media outreach efforts.
- Maintain a keen editor's eye with particular attention to copy accuracy and creative approaches to content. Strong attention to detail using good grammar and curating content free of spelling errors and misused words.

www.tn.gov/sos

- Anticipates and appropriately escalates issues that arise that may impact the department's brands or initiatives.
- Assists in the development of messaging and media materials (talking points, media statements/releases, fact sheets, Q&A's).
- Assist with routine department website updates.
- In the absence of the Director of Communications, handle all levels of media relations for the department.
- Perform other duties as assigned.

Minimum Qualifications:

Education and Experience:

- Graduation from an accredited four-year college or university preferably with a bachelor's degree in a journalism or communications-related field.
- At least three (3) years of increasingly responsible experience preferably in a relevant communications, media, social media, marketing or public sector environment.

Knowledge and Abilities:

- Ability to think and produce creative work.
- Strong writing and editing skills, and a strong command of the English language.
- Ability to follow department (AP) style writing.
- Ability to communicate clearly and effectively internally and externally with the general public, government officials, and media personnel.
- Able to meet deadlines and manage multiple projects.
- Possess a high attention to detail.
- Possess a strong understanding of social media platforms and the ability to utilize applicable technology.
- Possess general knowledge and understanding of state government and the legislative process.
- Demonstrated proficiency in Microsoft Office Suite.
- Knowledge of Photoshop, Hootsuite, and Google Analytics.
- Knowledge of congressional or state legislative operations and political campaigns preferred.
- Preference will be given to candidates with state or federal legislative office experience.

Salary: Commensurate with experience.

To apply, please email your cover letter, references, and resume to the Division of Human Resources & Organizational Development, sos.hr@tn.gov. Failure to include any of these documents will result in non-consideration.

Pursuant to the State of Tennessee's Workplace Discrimination and Harassment policy, the State is firmly committed to the principle of fair and equal employment opportunities for its citizens and strives to protect the rights and opportunities of all people to seek, obtain, and hold employment without being subjected to illegal discrimination and harassment in the workplace. It is the State's policy to provide an environment free of discrimination and harassment of an individual because of that person's race, color, national origin, age (40 and over), sex, pregnancy, religion, creed, disability, veteran's status or any other category protected by state and/or federal civil rights laws.